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Press Release

u-blox to showcase ultra fast Galileo-ready A-GPS chip at CeBIT

For immediate release

FOR IMMEDIATE RELEASE



(A high-resolution picture can be downloaded from http://www.u-blox.com/news/cebit_ublox5.jpg)

u-blox to showcase ultra fast Galileo-ready A-GPS chip at CeBIT

Thalwil, Switzerland -- March 5, 2007 -- u-blox AG, the leading Swiss provider of GPS receiver technology, will showcase u-blox 5, a Galileo-ready A-GPS chip featuring an acquisition performance of less than one second, at the 2007 CeBIT trade show in Hanover, Germany.

CeBIT, which runs from March 15-21, is the world's leading ICT show and is expected to attract nearly half a million visitors and over 6000 exhibitors this year. This makes it the largest marketplace for digital IT and telecommunications solutions, providing a unique opportunity for product manufacturers, service providers and distributors to meet, exchange views and do business.

u-blox will be promoting its u-blox 5 chip at the event. The new technology boasts an acquisition and tracking sensitivity of -160 dBm that enables indoor coverage, a 50-channel engine and a power consumption of less than 50 mW. Its energy efficiency and tracking sensitivity make it ideal for GPS-enabled battery-operated portable devices that operate in difficult indoor environments like shopping malls, train stations and urban canyons.

"Our ultra fast u-blox 5 chip, with its low power consumption and indoor performance, enables a whole new range of innovative GPS-enabled applications, from handheld navigation devices to smart phones," said Thomas Seiler, u-blox CEO.

u-blox will also showcase recent innovations like AssistNow[®], u-blox' end-to-end A-GPS solutions that enhance receiver performance, enabling instant positioning anywhere, at anytime. AssistNow services make the long waiting times usually associated with standard GPS acquisition performance a thing of the past, even in difficult signal conditions. The recently introduced AssistNow Offline provides assistance data valid for up to 14 days, which is stored in the GPS receiver. This enables the receiver to compute a position instantly without having to connect to a mobile network at start-up to download the data, as is the case with typical A-GPS services.

u-blox' booth is located in Hall 11, C09.

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About u-blox

u-blox is an international company headquartered in Switzerland, with sales organizations in the Americas, Europe and Asia. Founded in 1997, u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems (GNSS), including GPS and Galileo, for the automotive and mobile communications markets. For more information, please visit www.u-blox.com.

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